

Emergency Response Appeal Letter



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July 18, 2011

«Name»
«Attention»
«Add1»
«Add2», «Add3»
«City», «Prov» «PC»

Dear «Salutation»,

"I never thought I would live to see this horror," says Faduma Sakow Abdullahi.

In a desperate gamble to escape starvation in Somalia, Faduma walked 37 days with her five children to a refugee camp in Kenya. But the day before she arrived, two of her children died of hunger and exhaustion.

No mother should be forced to make this terrible choice.

The world's worst humanitarian crisis in East Africa

But a widespread, devastating drought across East Africa has left millions of poor, rural families without food and water. After two consecutive years of little rainfall, crops have failed. Water sources have dried up. And farmers can only watch as their cattle die in their withered pastures.

The United Nations estimates that 9 million people are in urgent need of emergency food aid—incredibly that's more than the combined populations of Vancouver, Calgary and the Greater Toronto Area. Without immediate assistance, many of these people will die of starvation.

I know your heart goes out to families caught in this terrible tragedy. We invite you to join a global effort to prevent the deaths of millions of children. Your gift will help local Christians respond to the physical and spiritual needs of people in great distress.

People are dying every day because they have no food

Partners International is working with our local Christian partners in Kenya, to provide emergency food aid to 2,100 families in Wajir, Garissa and Tana River, including 2,000 children. Many of these families are displaced people from Somalia who have left everything for a chance to survive the famine.

More...

Help feed starving families
Your gift of \$40 provides emergency life-saving food and medicines in Kenya.



The devastating drought in East Africa left distraught mothers with nothing to feed their children.

Client: Partners International Canada
Project: Emergency Appeal Letter
Role: Copywriter
Details: It's always exciting to help respond to the needs of people in distress. With a quick turn-around, this letter raised more than \$90,000 from a small group of donors.

Yes! I will help feed hungry families in Africa. Here's my gift of:

\$40 \$120 \$240 \$480 Other amount \$ _____

«#» «Name»
«Add1»
«Add2»
«Add3»
«City», «Prov» «PC»

Here is my e-mail address: _____

Here is my phone number: _____

Please see updated address information on back

Appeal Code: HnAfr0711

I am making this donation by:

Visa Mastercard Amex Card #: _____ Expiry date: _____

Name on credit card _____

Cheque enclosed (payable to Partners International)



For credit card donations
Call 1.800.883.7697